

TECHSHOP

SHOPOWNER



TechShop is in every shop. We support the automotive industry with technical features, reviews, updates and information about the equipment, tools and supplies that shops and technicians depend on every day. We relate to the industry. We know the technicians and we know the shops. We speak in their voice, and we give them the real world in our technical features and in our personality, with commentary and stories that resound in the automotive community. With a broad reach through print and digital, we continuously expand and evolve our portfolio of products to meet the needs of the industry, both in content and in distribution. The future moves fast, and *TechShop* will be there to keep up the pace with industry-leading concepts and powerful thinking to align your products with our audience, both today and tomorrow. As the *TechShop* brand continues to evolve, its content will appear in *ShopOwner* magazine each month, providing both independent repair facilities and tire dealers with important equipment and tool information.

V.2

PRINT
77.5K

WEBSITE
40K

EMAIL
20K

SOCIAL MEDIA IMPRESSIONS
63.5K

MARKET SERVICES



CONTENT

Tell a story to our audience! Sponsored Content allows you to write an article for our websites. Educate readers by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included. Our partners also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- Landing Pages



CUSTOM SPONSORSHIPS

Align your brands with our respected content with custom sponsorships.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Newsletter Sponsorships



VIDEO

Video is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video
- Custom Video
- Booth/Trade Show Video

Garage Studio and Training Center
Why Video is Significant



SPECIAL PRINT PROGRAMMING

TechShop, featured in *ShopOwner* magazine, leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on the equipment and tools used in independent repair facilities.

- Display Ads
- Advertorials
- Custom Publishing



PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Sponsorship of *TechShop's* podcasts includes:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to websites and syndication to all major podcast platforms



WEBINARS

A webinar helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.



MARKET SERVICES



NEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of auto repair shop owners and technicians while they're proactively seeking information about the industry.

- **TechShop Tool Connect**
2x/week (Mon/Wed)
Subscribers: 20,491
Monthly Opens: 59,126



WEBSITE

TechShopMag.com has more than 40,308 pageviews each month. The average reader spends about 1:16 minutes per page.

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

Babcox.com Ad Demos



DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the TS subscriber audience, segmented by job title, business classification, sales volume and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on TechShopMag.com. Reporting included.



RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights, and track and predict trends.

[Request more info](#)



SOCIAL MEDIA

Meet your audiences where they are online with the power of social media marketing. Supporting your multimedia projects with social media not only expands your content's reach, but it also positions you as a thought leader with a voice of authority on the channels that matter most to your audiences.

[Request more info](#)



ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

- Connected TV
- Audio Ad Delivery
- Native Ads
- Keyword Targeting
- Weather Targeting**
- Retargeting
- Contextual Targeting
- Social Retargeting
- Audience Targeting:
 - Behavioral
 - NAICS/SIC Codes
 - CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding
- Facility Targeting:**
 - IP Targeting
 - Geofencing
 - Historical Targeting

CUSTOM SOLUTIONS

CUSTOM VIDEO

Babcox Media can produce videos on your company's behalf, then distribute them through multiple digital channels.

WEBSITE DESIGN

Creating a website doesn't have to be difficult. We'll help you bring your website to life, so you can stay focused on running your business.

CUSTOM PRINT

TechShop will print a custom brochure and mail it to our entire circulation list. Your custom piece will be poly-bagged with the next monthly issue. We'll also produce a digital version of the brochure and provide you 100 additional copies.

SOCIAL MEDIA SERVICES

Babcox Media offers promotional campaign services as well as full-service social media management on your company's behalf.

CUSTOM NEWSLETTERS

Babcox Media is a leader in connecting your message directly to aftermarket professionals. When working with us, you can create leads and deliver a return on your marketing investment.